






ENERGY STAR Logo Usage Chart for Partners and Allies

The best way to promote your membership in the ENERGY STAR Homes Program is to actively use the ENERGY STAR logo. Because of the variety of logos, we often receive questions as to their proper usage. EPA has developed the following chart to guide our partners and allies.

Logo	Program	Terms and Conditions
	<p>ENERGY STAR® Logo Without Slogan</p> <p>For use in all the ENERGY STAR Labeling programs, which includes ENERGY STAR Homes.</p>	<p>For use by partners on products or materials associated with the product (e.g., print advertisements or brochures) or materials that explain the meaning and function of the Logo [See Section III, part B of the "Guidelines" for details.]</p> <p>When the Logo is used in these capacities, it MUST be accompanied by the following statement:</p> <p>"As an ENERGY STAR® Partner, (company) has determined that this product meets the ENERGY STAR® guidelines for energy efficiency."</p>
	<p>ENERGY STAR® Logo with Slogan "Saving the Earth. Saving Your Money."</p> <p>For use by EPA, DOE and partners to explain what the ENERGY STAR label means.</p>	<p>For use by partners on materials explaining the environmental and economic benefits. Never to be used on products. For example, it is never to be used as the label for a home — you must use version without slogan.</p> <p>When using this version of the logo, the information below MUST be included:</p> <p>"Using products with the ENERGY STAR® label can save energy. Saving energy reduces air pollution and lowers utility bills."</p>
	<p>ENERGY STAR® Homes Ally Logo Version</p> <p>For use exclusively by ENERGY STAR Homes Ally Partners.</p>	<p>This logo is reserved only for Ally usage and cannot be used by builders or developers. Allies can use this version on all marketing and communications materials showing their affiliation with the ENERGY STAR Homes Program.</p>
	OBSOLETE	<p>NEVER</p> <p>EPA and DOE have joined forces to promote ENERGY STAR, so this logo is no longer appropriate.</p>
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